Era 4.0 Information Technology Helps The Development Of Da'wah Strategies (Supporting and inhibiting factors)

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ARTICLE INFO	ABSTRACT
	By cooperating with experienced institutions, a da'wah strategy through the internet can be created. By using communication technology through the internet, we can improve the dynamics of Islam and strengthen Islamic values in accommodating da'wah activities. Da'wah faces great challenges because of the diverse difficulties and violence of changing times, which each time raises new questions and studies, and given the diverse needs and interests of human beings who now tend to be more critical. Because of the breadth of information, multidisciplinary da'wah is needed. In this era, the opportunity for da'wah is great because science and technology can be used by utilizing science and technology as an instrument. Da'wah will be a beacon that appears through the internet, playing the role of balancer, filter, and direction giver in a complicated life. **Keywords:** Strategy, Development, Media.

INTRODUCTION

History
Da'wah is an ongoing process that aims to improve, foster, and build a happy society through constant solicitation for good and preventing them from things that are not good. The purpose of da'wah is to organize the life of a religious community so that a harmonious and happy society is formed. By spreading the teachings of Islam through da'wah, we can save ourselves and society at large from things that can lead to destruction. Da'wah is the essence of religion because of its continuous efforts to actualize and apply all the values of Islamic teachings in all aspects of life. This is because religion cannot develop without continuous da'wah activity, because religion cannot develop if there is no da'wah activity.

In the era of globalization, people's perspectives are always changing as a result of human relationships moving rapidly. The objective conditions of society fraught with rapid social, cultural, economic, and political changes have made the truth of Islam more difficult to interpret.

In the era of globalization, the challenges of da'wah are increasingly complex because messages through mass media such as the internet convey ideas and values in attractive packages. This causes society to change values that are not in accordance with Islamic rules. Conversely, da'wah can utilize contemporary media to distinguish its da'wah.

Apart from the general public, Muslims also face the same problem. The challenge of da'wah in the era of globalization is very complicated because humans tend to unite movements globally with other countries. This can result in value changes in societies that do not follow Islamic rules. Olenya needs to develop a da'wah approach that can convey the teachings of Islam to the people so that they can handle the difficulties of their lives. It is undeniable that technological advances, especially the internet, will bring significant changes and will serve as a medium for the effective transformation of science.

Problem Structure
How Da'wah Development Strategy uses IT in the 4.0 Era
How Factors Support and Oppose Da'wah in the Era of Globalization

The discussion
IT-Based Da'wah Strategy in the 4.0 Era
Understand Da'wah Strategy

The military originally used the term "strategy" which comes from the Greek, "Strategos." Srategos, on the other hand, means "military commander" in the Athenian democratic era. :4. Strategy was used from a military point of view from the heyday of Greco-Roman to the age of industrialization. The word "strategy" then evolved into various types of community activities, such as communication and da'wah. This is very important because da'wah aimed to change society for over a thousand years (5), although the strategy was initially associated with military issues closely related to the arts and sciences. Now the science of strategy is very important for every person and organization in achieving its goals every day in human life. According to Ali Azis, strategy is planning that contains a series of activities designed to achieve certain da'wah goals.6 In essence, strategy is planning and management to achieve a goal. "A skilled ability to handle and plan things" can also mean. However, the goal of a strategy is to win or achieve the desired result. Da'wah strategy is a way, strategy, tactic, or strategy used in da'wah activities.

Methods, tactics, or tactics used in da'wah activities or activities are known as da'wah strategies. His role is very important in the process of achieving the goals of da'wah. Over time, globalization as an open phenomenon of time and space has become an undoubted necessity that is beneficial to interactions between civilizations around the world. Because of its emergence, globalization became an ideology for modern society, also known as the information society. Therefore, choosing and using the right media for da'wah has become imperative.

Da'wah Development using IT in the 4.0 era
The Internet is a global network. International means global or worldwide, while relationship means communication link, and network means network. The Internet is defined as a network of millions of computers connected around the world, which allows computer users to communicate with each other around the world.

Development of da'wah strategies: creating Islamic values by linking Islamic teachings in creative and innovative ways. In this case, da'wah explains that Islam is a holy religion, free from polytheism, superstition, khurafat, and all kinds of ideas that are contrary to Islam accompanied by scientific evidence. Since the progress of science and technology does not diminish the sacred values of Islam, people do not need to worship the progress of science and technology. Da'wah as Islamic values as human needs. By considering the values of human morality and religious values, da'wah must be able to fill the spiritual aridity with the coolness of morals, religion, science, and technology possessed by humans. In addition, da'wah must be able to motivate and anticipate future developments, so that Muslims are not outdated in science and other aspects.

The function of Islam as a mercy for the entire universe must be in line with the approach of da'wah development. The ability to access da'wah messages that can compete with increasingly tempting immoral packaging is required. Da'wah must have meaning and function for current and future actions.

In the current era of globalization, da'wah must think logically, analyze situations, anticipate the future with theory, make practical and systematic policies, and control information for the benefit of Muslims. Globalization and information have had a chilling effect. Therefore, Muslims must take appropriate action because the era of globalization makes the world borderless and local culture is replaced by global culture. Globalization has also made previously isolated areas more open. Teenagers face various positive and negative effects of globalization and information technology. Teenagers in the modern era must have a filter device to avoid unpleasant influences. Using information technology (such as print, electronic, and internet media) is the right way to preach Islam. Methods and tactics wisely. as God says in Scripture. An-Nahl/125.

ادْعُ إِلَىٰ سَبِيلِ رَبِّكَ بِٱلْحِكْمَةِ وَٱلْمَوْعِظَةِ ٱلْحَسَنَةِ ۖ وَجَٰدِلْهُم بِٱلَّتِي هِيَ أَحْسَنُ ۚ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَن ضَلَّ عَن سَبِيلِهِ ۖ وَهُوَ أَعْلَمُ بِٱلْمُهْتَدِينَ ﴿١٢٥﴾

The translation is:
Invite to the way of your Lord with wisdom and good instruction, and argue with them in a way that is best. Indeed, your Lord is most knowing of who has strayed from His way, and He is most knowing of who is [rightly] guided.

According to the verse, a preacher must be good at choosing the way and medium to preach. Technological sophistication will face and become a dream in the life of today's society, because modern society is a plural society that develops with various practical needs. With the advancement of technology, the boundaries of time

and space have been opened, so choosing and using the right da'wah methods and media has become a necessity and necessity of the times. Da'wah methods and media are the key to the success of da'wah.

In the modern era, the preacher is no longer famous only for the ability to make speeches on the pulpit; Instead, they focus on solving problems practically and using information technology as a partner in the da'wah of Amar Ma'ruf Nahi Munkar. The internet as a medium of da'wah is no longer a subject of debate. Islamic scholars, preachers, and leaders should realize this and immediately take strategic action to educate the younger generation to be ready and prepared for negative attacks from IT in the 4.0 era. Cybermuslims or cyberda'wah, Islamic da'wah sites, websites, blogs, and social networks such as Facebook and Twitter are some examples of Islamic networks that can be used to preach over the internet. Each of these websites provides and disseminates Islamic information with a wide variety of means and approaches. Since the internet has brought a new civilization in the world of information and communication around the world, media has become mandatory. With the internet, people can easily access large amounts of data for purposes such as education, business, and other personal interests. The emergence of the internet network is considered a communication and information revolution. Almost all Islamic leaders were alarmed when western scholars introduced the internet, which is now a vast platform that voices Islamic interests by promoting, proselytizing, defending, and solving problems.

For various reasons, da'wah through the internet is considered very effective and possible, among them:
Able to break the boundaries of time and space in an instant with fairly cheap costs and energy,
The number of internet users that increases every year has an impact on the number of absorbers of da'wah missions.
Experts and scholars who manage da'wah media on the internet can increase their focus in dealing with any discourse and event that demands the legal status of shari'i.

One of the people's choices is da'wah through the internet. Coercion of will is avoided because various sites give freedom to choose the da'wah material they like. The diverse delivery has enabled Islamic da'wah through the internet to reach a wider audience. This can be achieved by using facilities such as websites, mailing lists, which invite religious discussions or send moral messages to all members, and chat facilities to interact directly with others. Furthermore, the writings available on the internet are disseminated for reading by the internet community.

Thus, it is explained that IT in the 4.0 era has many opportunities to develop da'wah and has three advantages, namely:
Its properties that are never turned off and infinitely accessible allow its users to access them in any situation and condition.
For those who want to talk about spiritual experiences that may not be logical and would become more reserved if discussed in traditional forums, the internet is the place to be.
The internet exists as a faithful guide as well as friend or foe. The scholars should be able to use the internet as a useful tool to achieve their da'wah goals.
Thus, information technology in the 4.0 era can play an important role in disseminating information about Islam anywhere and anytime.

Oral da'wah has been carried out since the time of the Prophet SAW until now, in the form of writing such as books, newspapers, magazines, television, and radio. Today, the internet is the most sophisticated medium and source of information. This is because this technology allows everyone to meet their various information needs easily, quickly, and precisely. Everyone has an obligation to proselytize, and people of various professions can do it. Because da'wah can be done in various aspects of life. Islamic da'wah includes bi al-lisan (expressions or words), bi al-Kitab (writing), and bi al-hal (social action). A preacher must master the material of da'wah and understand the culture of the people he preaches. This will help Dai in choosing words and determining usage strategies. Speak to people according to their level of intelligence, said the Holy Prophetsa. (HR) Muslims).

Factors that Support and Hinder Da'wah
Opportunities to Preach
Around the world, advances in communication and information technology have brought together many things, including education, economics, culture, and life perspectives. For Muslims, the era of globalization brings quite complicated challenges and expectations. There are negative effects of globalization, but there is also hope for a religious revival, as religion will be used as an alternative for man to maintain his human identity. Therefore, scholars have reached an agreement that the religion used as a reference to carry out the development of Muslims must have the ability to answer the problems facing society, including personal, family, and public problems. In recent decades, information civilization has dominated the contemporary world, which has produced favorable results. One of the advantages of information civilization is that it provides an opportunity for da'wah to be used as a medium of da'wah. Even religionists, including scholars, have been given support in the development of their religion, both in terms of structure and institutions and in terms of improving their teachings.

Based on the above, information civilization makes religion more transparent, both its doctrines and teachings and the actions and programs made by every religion, not just Islam. The fact that such religions can obviously lead to religious shifts in society, especially in societies that support freedom and rationality. To avoid falling behind competition and prevent religious shifts only due to temporary necessity, Islamic da'wah has the opportunity to use information communication technology as an effective da'wah tool.

People in modern times must be more creative in utilizing science and technology for their lives because the development of increasingly sophisticated communication technology brings progress in various fields. Today, all places in the world are easily accessible. The world becomes translucent and ready to change. With today's technological advancements, it is as if the world has been connected to each other and closer to each other. The Internet is one of the modern ways to communicate.

Muslims are very concerned about the modernization of da'wah, both in terms of da'wah thinking and the use of modern technology. When da'wah is faced with advances in communication technology, people are flooded with various information packaged from the point of view of liberalism-capitalist. Da'wah is expected to serve as a torch to balance, filter, and direct life in the face of various values that arise in life. To support these functions, a strong conceptual framework is needed to respond constructively to the times and optimize the intellectual potential of da'wah actors through revamping missionary resources. Making Islamic da'wah the backbone of civilization is an important goal.

In the current era of globalization, Muslims, in particular, are required to be more innovative in utilizing science and technology in their lives. This also means that da'wah should use contemporary mass media such as television, film, mass media, and the internet as much as possible. No one can argue that the mass media has the ability to propagate religion. To carry out Islamic da'wah, mass media must be used fully because it is very effective. Advances in the field of communication have shortened the distance between regions, and the internet is one of the most popular methods of communication today. With this media, da'wah can play a role in spreading information about Islam throughout the world, because it has wide access without cultural boundaries.

According to Nurchalis Majid, the internet has an important role in forming networks and utilizing da'wah, so Muslims do not need to avoid it. According to him, if the internet is not used properly, then Muslims will lose because the internet besides being useful for da'wah also provides information and data that makes it easier for people to work. Each of these websites provides and disseminates Islamic information through a wide variety of means and approaches.

Thus, da'wah opportunities, such as Islamic agendas such as Islamic economics, integrated pesantren, and business economics, require the support of information systems that can be integrated. The process of integration and collaboration in data transformation will become easier if Islamic entities use the right approach and work together. Online media offers new opportunities for advancement in education, culture, economics, and business. There is a lot of "room for self-development" for IT professionals, including IT-based da'wah. The increasing number of software businesses will make purchasing software products such as zakat counters, falaq software, and office administration information system devices that are more flexible, cheaper, and easier to customize easier. The potential to cooperate with Islamic organizations in utilizing this information.17

People all over the world are becoming more familiar with information technology and the internet, so they can no longer refrain from information. Although the technology product has little effect, it depends on how it is used. This idea is to show the expressions and dynamics associated with the use of IT for da'wah purposes.

According to how you use it, technology products are similar to currencies. One of the challenges in using da'wah media is that not all da'wah practitioners and their congregations can optimize the use of information technology (IT). However, that doesn't mean a hindrance. with education, the provision of facilities and infrastructure by the authorities (government and private), and the cooperation of da'wah actors (Islamic mass organizations and Islamic activists) in various fields, as well as campaigns for the use of information technology.

Based on the foregoing, it seems clear that although mass media, especially the internet, have a significant impact on society, the awareness of Muslims to own and use such media, especially as producers, is still low. If Muslims do not utilize such media in modern times, which are characterized by ease of communication, Islamic da'wah will be increasingly isolated from humanity from ideological competition with religion.

Challenges in Da'wah
The shift of local culture into the modern order in the global era is a challenge for da'wah today. With the advancement of technology, facilities have become wider and the space for movement has become narrower because everything is supervised by a monitoring machine. By sitting in the room, they can enjoy snacks and

have access to the internet or satellite dish, which allows them to stay connected to the outside world without incurring significant costs. Nowadays, it is very easy to communicate internationally. To communicate directly, anyone can create a Yahoo Messenger account and create an e-mail. The point is that man is now tested with the pleasure of easy facilities; Those who can make professional use of it can gain a lot. However, it is not uncommon for humans to be on the verge of collapse due to technology that is not used properly.

Not always the progress of science and technology makes humans happier. There are negative effects of scientific and technological civilization and the transformation of information towards religion. As a result, materialistic culture becomes more dominating people's lives, and moral values are lost.

The socio-cultural impact, industrial society, and complex information technology are challenges for teaching in the era of globalization. This type of society is often so caught up in certain cultural and technological structures that it becomes a highly dependent part of that system.21

As a result of the human traps mentioned above, the tendency of thought will encourage materialist, rationalist, and secularist thinking. Materialism is a way of thinking that only believes in everything related to material matter. All issues are viewed from the perspective of material profit and loss. This concept develops rapidly in the life of human beings who advance in technology without faith. Secularism is a worldly notion that shapes new philosophies and worldviews that differ or contradict almost all religions in the world. On the contrary, rationalism is an idea that denies the existence of revelation as a medium for knowing truth that only acknowledges ratios. In the global era, rationalism will grow and develop because humans do not have the ability and strength to be their goal in life.

In connection with the description above, Solahuddin Sanusi stated the challenges of the global era in Didin Hafiduddin as follows: First, globalization makes non-Islamic views of life a unified world ideology, namely secularist ideology, which is hostile to Islam and its people; Second, cultural globalization causes attitudes to life to become materialist, with all problems only seen from materialist gains and losses. Third, countries that have strong technology and information power show

Some problems with information technology include:
Educational and human resource factors that hinder the use of information technology
Most people still use the internet as the main source of information technology. Like the internet, pornographic sites are the same.

Due to cost, labor, and insight issues, there are still many mosques, pesantren, or da'wah centers that do not have access to the internet.
Limited availability of infrastructure that enables communication, interaction, and collaboration among Islamic groups and communities.
Muslims are still not interested in using information technology.
Information about the Islamic community can be found in various print, electronic, and internet media. However, this information is often poorly managed and poorly coordinated, leading to it becoming "information garbage".

Da'wah in the IT field is still poorly considered by professional and business organizations.

Based on the description above, Muslims face many challenges in the era of globalization. This is due to the fact that the most developed countries in the world today have control over global technology and information, which means that secular beliefs will be in control of the entire global information.

CONCLUSION

Careful planning is needed to make a da'wah strategy through the internet. use efficient communication technology to improve the dynamics of Islam and strengthen Islamic values in accommodating da'wah activities.
Da'wah faces great challenges because of the variety of challenges and the intensity of changing times that each time raises new questions and studies. Given the many demonstrations of human needs and interests today tend to be more critical due to the large amount of information available, multidisciplinary da'wah becomes very much needed. In this era, there are many opportunities to preach because of the benefits of science and technology as an instrument. With the internet, da'wah will be a beacon that appears to play an important role in harmonizing and directing a complicated life.

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